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AE

ELECTRONIC MAIL



April 20, 1993

To:	M. A. Belniak	F. L. Maney
	G. B. Brown	J. L. Merusi
	J. H. Casey	J. A. Miller
	R. F. Cuddahy	L. M. O'Connor
	G. R. Deschenes	R. J. O'Rourke
	T. J. Fitzin	G. M. Richardson
	J. C. Gresty	A. P. Scott
	S. C. Grossberg	R. F. Segelke
	L. S. Justo	C. M. Uffindell
		D. T. Walsh

Subject: *7-Eleven - CVC Program*

To date, sixty-six 7-Eleven stores have had the CVC Program installed and implemented in the Northeast Division. Since the installation, we have noticed a substantial increase in sales due to promotions that are placed in the floor unit, and a large number of out-of-stocks have occurred.

To maintain the value of this unit and continue to generate consumer interest in our promotions, please ensure the frequency is increased on those stores participating in this program.

Should you have any questions, please feel free to contact me.

Thank you for your assistance.

George H. Moulton

GHM/pk

cc:	E. M. McAtee	R. C. Farmer
	R. F. Kane	P. E. Schmidt
	B. G. Norman	M. A. Young

cc:cvpro.711

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